



AI School

Helping teams get AI, use it, and master it

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We've been training clients for years – all over the world, face to face and virtually.

And we've got a team of writers, designers, video-makers and strategists using AI every day.

Put those together and you get our AI School: AI training designed specifically for people working in brand, marketing and comms.

Here's a short intro to some of our off-the-shelf workshops. But if there's something specific you need, just ask and we can create it.

If you've not seen us in action, there are no lectures or Death by PowerPoint.

Our style is:

RELAXED 
FUN 
HANDS-ON 
REALLY
PRACTICAL 

Our training clients

We work with a few names you probably know about.

(and quite a few we can't tell you about)



To help people **get** it...

Where the heck to **start** with AI

If your people use AI
at work, they need to
understand it.

This is a 90-minute session
to get people comfortable
with the fundamentals
of AI, like...

- + What is AI – different types of models
- + How they work – training and prompting
- + The traps – bias, data leakage and copyright
- + What's coming – next 18 months and the rise of the agents

(By the way, the EU AI Act says that if you have teams working in the EU using AI, or you create content with AI that's used in the EU, you have to train them in this stuff.)

£750 per group
Contact training@thisisdefinition.com

To help people **use** it...

The **secrets** of prompting

MIT says using AI can
help people work up to
40% faster – but only if
your teams know how to
really use it.

We teach you how to get
the most out of AI through
prompting techniques,
tips and tricks, like:

- + How to structure the perfect prompt for the job
- + Why conversational prompting will get you better results
- + When to use specific techniques like few-shot, decomposition and meta-prompting
- + What you should add to a prompt to keep the AI model honest

Talk to us about costs
Contact training@thisisdefinition.com



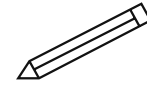
AI for brand and marketing

This hands-on training helps any brand and marketing person prompt all kinds of regular tasks.

We cover:

- + The best models for research and analysis, including creating customers and personas
- + Using AI to produce plans and strategies
- + Creating and stress-testing messaging and content
- + Using AI for brand consistency, like in tone of voice
- + Ensuring accuracy and ethical standards in your AI-generated output

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AI for writers

Great writing with AI starts with great instructions.

This practical training gives you the skills to develop ideas, increase productivity and create exceptional writing with precision, creativity and confidence.

We cover:

- + How to create clear, targeted prompts for the best results
- + The best AI language models for different writing jobs
- + Using AI models for safe and reliable fact-checking, proofreading and editing
- + Proven techniques for improving accuracy, consistency and tone of voice in AI-generated content

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Intentional AI

Combining highlights from our popular Brilliant Business Writing course with the fundamentals of AI prompting, Intentional AI will help you swap AI slop for carefully crafted comms.

We cover:

- + Why good writing starts with good thinking
- + Spotting and stopping AI slop in your communication
- + Training AI to capture your tone of voice
- + Using intentional prompting to plan and refine messages

£1,500 + VAT
(with the option to tailor examples to your business)
Contact training@thisisdefinition.com



Or in three hours

In smaller in-person sessions (up to 15 people) we'll cover everything in the 90-minute session and:

- + Making AI your sparring partner – without losing your own creative spark
- + Boosting and trusting your creative instincts
- + Mapping the best moments in your comms process to use AI
- + Why the final edit stops with you

£3,500 + VAT
(with tailored examples for your business)
Contact training@thisisdefinition.com



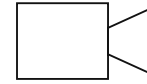
AI for designers

These practical, creative training sessions help you stay ahead of the tech, giving you key insights into using AI to boost productivity and explore new design possibilities.

You'll cover:

- + The essentials of crafting effective text-to-image prompts
- + Hands-on experience with the best possible AI models, exploring image generation, editing and customisation techniques
- + How to define visual styles and maintain consistency in AI images
- + Practical guidance for incorporating AI visuals into your existing creative workflow

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AI for video

This training gives you the essential skills for producing videos with AI, from cinematic film clips to animation and immersive audio.

You'll cover:

- + Concept development, scripting and storyboarding with help from AI
- + Using the latest video models like Runway, and other AI tools like HeyGen and ElevenLabs, for video generation, audio creation, voice cloning and avatars
- + Prompt engineering techniques tailored specifically to get the most out of video models
- + How to effectively and consistently integrate AI into your video production workflow

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To help people **master it**, we've tailored training to different functions and roles. Ask us if there's another role you'd like us to design something for.

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“We were all inspired by the training; you made prompting so accessible and easy to understand. The group is impatient to try it on their own! The training was well paced, full of useful information. You are absolute stars at explaining complex things in a simple and engaging way. Thank you.”

Natalia Khvan

VP Talent AMESA, PepsiCo



And while we're at it, talk to us if you're interested in training on...

**STORYTELLING
WRITING
TONE OF VOICE
PRESENTING
POWERPOINT THAT
DOESN'T SUCK
TALKING TO THE MEDIA**

We have specialists who run training in all of those (and more).

training@thisisdefinition.com

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